

MKT 285 : Internet/Social Media Marketing

Examines the use of internet as an effective marketing tool to enhance customer relationships and strengthen brand awareness. Examines how continually emerging internet technologies and social media are increasing marketing effectiveness and efficiency. Covers development of an internet marketing plan.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Recommended Prep

MKT 160.

Prerequisites

BUS 150 or ICS 101, and MKT 120, both with grade C or better, or consent.